GID 55: USER EXPERIENCE (UI/UX) DESIGN

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2023
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Design Application
- Design Theory

Description

Design and develop successful user experiences (UI/UX) for mobile devices. Identify users and analyze their needs and behaviors. Organize content, create pathways, design media, and produce reusable elements. Appreciate the significance of branding. Conduct usability testing and collect data. Design iterations based on data findings. Explore issues in mobile design for multiple devices. Develop proficiency with professional software for mobile development.

Course Objectives

The student will be able to:

1. Create prototypes of mobile, tablet, and web user experience designs, based on industry user experience design principles
2. Critique existing user experience designs
3. Design effective and usable mobile, tablet, and web applications
4. Explain mobile, tablet, and web application design decisions, based on the solid user experience design principles
5. Use industry standard user experience design processes and tools for prototyping

Course Content

1. Overview of user experience design (UX) and user interface design (UI)
   a. The difference between UX and UI
   b. The role of user experience design
   c. The UX process
2. User research
   a. Defining demographic
   b. Interviews
   c. Personas
3. Information architecture/mental models
   a. User scenarios
   b. Use cases
   c. Taxonomy
   d. Workflow diagrams
   e. Strategies
4. Wireframes
   a. Design principles
   b. Sketches
   c. Site maps
   d. Content hierarchy
   e. Personalization
5. Prototyping
   a. Interface design
   b. Usability testing

Lab Content

1. User research
2. Interview techniques
3. Personas
4. Workflow diagrams
5. Sketches
6. Site maps
7. Wireframes
8. Prototyping
9. Testing

Special Facilities and/or Equipment

1. A lecture room equipped with instructional computer, high resolution color monitor, software; projection system and lighting suitable for displaying projected media.
2. An integrated or separate facility with student workstation configurations to include hard drives, color monitors, mice, keyboards, and software.
3. When taught via Foothill Global Access: on-going access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant computer applications.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Completed student projects
Completed lab exercises
Participation in class discussion
Participation in critiques

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lectures on technical and conceptual concepts in user experience and user interface design
Discussion and critique of projects and representative media
Group discussions that address the creative problem solving process and technical concepts
Demonstration of website design software and technique

Representative Text(s) and Other Materials

Natoli, Joe. Think First: My No-Nonsense Approach to Creating Successful Products, Memorable User Experiences + Very Happy Customers. 2015.

This text is older than the suggested "5 years or newer" standard, but it is still the best choice for this course.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Read the chapter in the text about user research
2. Write 10 interview questions to assist in identifying the user
3. Write a persona document
4. Read relevant online materials
5. Create workflow diagrams and wireframes

Discipline(s)

Graphic Arts or Computer Information Systems